4-07-00

UTILITY PATENT APPLICATION TRANSMITTAL (Small Entity)

P006 P00252-US

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Total Pages in this Submission

Docket No.

TO THE ASSISTANT COMMISSIONER FOR PATENTS

Box Patent Application Washington, D.C. 20231

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Detailed Description

e. 🛚

f. 🗵

g. 🛛

h. 🛛

i. 🗵 Claim(s) as Classified Below

Background of the Invention

Brief Summary of the Invention

Brief Description of the Drawings (if drawings filed)

j. 🛛 Abstract of the Disclosure

UTILITY PATENT APPLICATION TRANSMITTAL (Small Entity)

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Docket No. **P006 P00252-US**

Total Pages in this Submission

Application Elements (Continued)

3.	. 🛚	Drawing(s) (when necessary as prescribed by 35 USC 113)
	a.	☑ Formal b. ☐ Informal Number of Sheets6
4.	. X	Oath or Declaration
	a.	☑ Newly executed (original or copy) ☐ Unexecuted
	b.	☐ Copy from a prior application (37 CFR 1.63(d)) (for continuation/divisional application only)
	C.	☑ With Power of Attorney ☐ Without Power of Attorney
	d.	DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 C.F.R. 1.63(d)(2) and 1.33(b).
		Incorporation By Reference (usable if Box 4b is checked) The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
, 6.		Computer Program in Microfiche
7. 1		Genetic Sequence Submission (if applicable, all must be included)
	a.	☐ Paper Copy
	b.	☐ Computer Readable Copy
Ÿ.	C.	☐ Statement Verifying Identical Paper and Computer Readable Copy
		Accompanying Application Parts
8.		Assignment Papers (cover sheet & documents)
9.		37 CFR 3.73(b) Statement (when there is an assignee)
10.		English Translation Document (if applicable)
11.		Information Disclosure Statement/PTO-1449 Copies of IDS Citations
12.		Preliminary Amendment
13.	X	Acknowledgment postcard
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UTILITY PATENT APPLICATION TRANSMITTAL (Small Entity)

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Docket No. P006 P00252-US

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15.		Certified Ce	opy of Priority	Document(s) (if for	reign priority	is clain	ned)		
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	MENT (DECLARATION) CI 1.9(f) AND 1.27 (c)) - SMAL		Y	Docket No. P00252-US
Serial No.	Filing Date	Patent No.	[:	Issue Date
Applicant/ Pinga, L. et al Patentee:				
Invention: CASINO BET	TTING, RATING AND INVESTM	ENT SYSTEM		
	small business concern identified small business concern empowe		ern identifi	ied below:
ADDRESS OF CONCERN 14 hereby declare that the at 13 CFR 121.3-18, and reproperties of Title 35, United States are acceed 500 persons. The average over the previous basis during each of the directly or indirectly, one of the power to control by the hereby declare that rights	above-identified small business coroduced in 37 CFR 1.9(d), for puriode, in that the number of emp. For purposes of this statement, (s fiscal year of the concern of the pay periods of the fiscal year, a concern controls or has the power.	concern qualifies as a small bust urposes of paying reduced fees ployees of the concern, including (1) the number of employees of the persons employed on a full-thand (2) concerns are affiliates are to control the other, or a third an conveyed to and remain with	under Sec g those of the busine time, part-t of each o d party or p	ction 41(a) and (b) its affiliates, does ess concern is the time or temporary other when either, parties controls or
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TITLE OF PERS	SON SIGNI	NG				
OTHER THAN	OWNER:		President			
ADDRESS OF I	PERSON S	IGNING:	Pensino, Inc.			
			40 Newell Stre	eet		
			W. Warwick,	RI 02893		
SIGNATURE:	Nou	ing A	Jinga,	President DATE:	4-	4-00

CASINO BETTING, RATING AND INVESTMENT SYSTEM

Background and Summary of the Invention:

The instant invention relates to a business method for casinos to attract patrons and retain their loyalty, and more specifically, the invention relates to an investment system for casino betting wherein casino patrons can establish a casino investment account and deposit winnings or rating points into the casino investment account.

In order to maintain patron loyalty, many casinos have developed a rating system or "comp" system, wherein casino patrons are provided with a rating card, and depending on the time spent in the casino, or the accumulated amount of money bet over a period of time, the casino will award "comp" or rating points. For example, a patron may be awarded 1 rating point for every certain dollar value bet on a gaming table. Rating points are accumulated in the patrons rating account and can be exchanged for or credited towards casino services and/or goods, such as hotel accommodations, meals and souvenirs. These casino rating systems have become widespread and have been found to increase patron loyalty by giving the patron an incentive to return to the casino, i.e. to redeem points awarded at an earlier date. Typically, most casinos don't make rating points immediately available for redemption. The rating points accumulated on one visit would be available for the next visit.

In the past, when there were relatively few licensed casinos in the United States, patron loyalty was important, but not critical to casino revenues. While it was important to maintain a regular repeat customer base, the casino did not count on such repeat customers to

make large profits. This was largely true because there were only so many licensed casinos and there were more than enough customers to provide all of the casinos with a sufficient customer base. However, recent dramatic increases in the number of casinos around the country has increased competition among casinos and there is now a push to develop systems that will maintain loyalty among regular repeat customers.

The instant invention provides a unique casino betting and rating system that allows casino patrons to deposit certain portions of rating points and/or casino winnings into special casino investment accounts that could then be transferred to a conventional financial institution investment account, such as a Mutual Fund, IRA, Roth IRA, SEP, or Keogh, as a means of increasing patron regular savings and/or retirement savings.

More specifically, patrons of a casino employing the present system will apply for a casino investment account, into which deposits can be made by various methods. For example, a selected portion of a patron's bets can be earmarked as "pension" or "investment" bets, these bets being placed on tables and paid out with differently marked chips. Any winnings from these bets could be placed into the casino investment account maintained by the casino. Alternatively, "comp" or "rating" points accumulated through normal betting could be exchanged and deposited into the casino investment account.

The casino operation can choose to establish and maintain investment services, essentially becoming a financial institution., or alternatively can establish a relationship with an existing financial institution whereby the patron's casino investment account is tied to a corresponding investment or retirement account maintained by a financial institution. These

"Investment" accoun	ts would comprise conventional IRA's, variable annuities or any other
commonly available i	inancial instrument which would accumulate interest, dividends capital
gains, etc. over time a	nd be drawn upon at a later date.

In the case of the casino establishing itself as a financial institution, the investment accounts would be invested into mutual funds, IRA's etc. at the direction of the patron.

In the case of an outside financial institution, once a certain minimum balance is reached in the casino investment account the patron could request that the amount be transferred into their "retirement account" or "investment account" at the financial institution in the same way regular businesses and individuals make deposits into investment accounts.

Accordingly, among the objects of the instant invention are: the provision of a casino betting and rating system that will increase casino patron loyalty; the provision of a casino betting, rating and investment system that permits a patron to deposit rating points or earmarked "investment" winnings into a casino investment account as means of increasing patron regular savings or retirement savings; and the provision of a casino betting, rating and investment system that associates the casino investment account with an established investment account of a financial institution.

Other objects, features and advantages of the invention shall become apparent as the description thereof proceeds when considered in connection with the accompanying illustrative drawings.

2	In the drawings which illustrate the best mode presently contemplated for carrying
3	out the present invention:
4	Fig. 1 is a schematic illustration of the casino betting, rating and investment system
5	in accordance with the teachings of the present invention;
6	Fig. 2 is a flow chart illustrating the flow of cash deposits;
7	Fig. 3 is a flow chart illustrating the flow of deposits when using casino "investment
8	chips";
9	Fig. 4 is a flow chart illustrating the use of investment rating points for deposit;
10	Fig. 5 is a flow chart illustrating the use of conventional rating points for deposit; and
11	Fig. 6 is a flow chart illustrating the conversion of conventional rating points for
12	investment rating points and subsequent deposit.

Description of the Preferred Embodiment:

Referring now to the drawings, the casino betting, rating and investment system of the instant invention is schematically illustrated and generally indicated at 10 in Fig. 1. As will hereinafter be more fully described, the instant invention provides a unique casino betting, rating and investment system 10 that allows casino patrons to deposit certain portions of rating points and/or casino winnings into special casino investment accounts 12 that are maintained by a casino 14. Deposits into the casino investment accounts 12 could then be transferred to a conventional financial institution investment account 16, such as a Mutual Fund, IRA, Roth IRA, SEP, or Keogh, maintained by a financial institution 18. The system 10 would serve as a marketing tool as a means of increasing patron loyalty while also providing a public service benefit by increasing the patrons regular savings and/or retirement savings.

More specifically, patrons of a casino 14 employing the present system will apply for a casino investment account 12, into which deposits can be made by various methods. For example, a selected portion of a patron's bets can be earmarked as "investment" or "pension" bets, these bets being placed on tables and paid out with differently marked chips. Any winnings from these bets could be placed into the casino investment account 12 maintained by the casino 12. Alternatively, "comp" or "rating" points accumulated through normal betting could be exchanged and deposited into the casino investment account 12.

The casino 14 can choose to establish and maintain investment services, essentially becoming a financial institution, or more likely, can establish a relationship with an existing

financial institution 18 whereby the patron's casino investment account 12 is tied to a
corresponding investment or retirement account 16 maintained by the financial institution 18
These "investment" accounts 16 comprise mutual funds, conventional IRA's, variable
annuities or any other commonly available financial instrument which would accumulate
interest, dividends capital gains, etc. over time and be drawn upon at a later date.

In the case of the casino 14 establishing itself as a financial institution, the investment accounts 12 would be directly invested into mutual funds, IRA's etc. at the direction of the patron.

In the more likely case where the casino 14 associates itself with an independent financial institution 18, once a certain minimum balance is reached in the casino investment account 12 the patron could request that the amount be transferred into their "investment account" 16 at the financial institution 18 in the same way regular businesses and individuals make deposits into investment accounts. For purposes of description of the remaining portions of the system, it is assumed that the casino is associated with an outside financial institution 18 that handles actual investment of the money into financial instruments. This is not to be construed as a limitation of the present system, but only as a representative example of a preferred embodiment.

Referring now to Figs. 1-6, deposits can be made into the casino investment account 12 in many different ways, including direct cash deposits 20, by buying and cashing in special "investment chips" 22, by redeeming special "investment" rating points 24, or by redeeming conventional rating points 26 for equivalent values of cash or investment rating points. All

deposits and transactions concerning the casino investment account 12 would be conducted through a casino cashier's window 28 or a special customer service window located on casino premises and dedicated to conducting such transactions. By requiring the transactions to be handled on casino premises, the casino requires that the patron return to the casino multiple times and creates a repeat customer base.

Referring now to Fig. 2, the casino patron can deposit cash directly into the casino investment account. Any cash deposited is held in trust until a specified minimum dollar value is reached, at which time, the patron can instruct the casino 14 to transfer the deposits into the patrons associated Investment account 16. The patron would later contact the financial institution 18 to provide instructions on actual investment of the balance in the investment account 16.

Referring to Fig. 3, the casino could establish a separate set of "pension chips" or "investment chips". Patrons may change in for these special investment chips at the gaming tables and proceed to place bets in the usual manner. On regular gaming tables, such as Blackjack or Craps, the investment chips would be used in place of regular chips. On a roulette table, which uses different colored chips to designate different players, the player would "color in", i.e. change, the colored chips for the investment chips before leaving the table. Winnings from bets made with the investment chips would be paid out in investment chips. The investment chips could then be cashed in at the cashier's window 28 and directly deposited into the patron's casino investment

account 12.

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Referring to Fig. 4, the casino 14 can establish a separate "investment rating system" wherein "investment rating points" are accumulated in a special investment rating account 30. As is well known in the casino world, casinos will award rating points to patrons based on accumulated dollar amounts of betting. For example, a patron may be awarded 1 rating point for every certain dollar value bet on the table. Rating points are typically used for buying casino services or goods, such as hotel accommodations and meals. The patron would establish an investment rating account 30 with the casino 14, which would then issue a special "investment rating card". The patron will present the investment rating card at the gaming tables where the patron will accumulate investment rating points as the patron places bets in the casino. The investment rating points are issued according to an investment rating formula established by the casino. The investment rating points would be issued to the patron and accumulated in the patron's account 30 over time. When a certain minimum threshold limit is reached, the investment rating points are redeemed and transferred to the patron's casino investment account 12. Deposits in the casino investment account in turn are transferred to the Patron's associated financial institution "investment account" 16.

Referring now to Fig. 5 and 6, the casino can utilize its existing or "conventional" rating system with the present system by establishing direct exchange rates for redeeming conventional rating points for a cash value for deposit into the casino investment account 12, or an exchange rate for converting the conventional rating points for investment rating points which can then in turn be redeemed for a cash value deposit into the casino investment account 12.

It can therefore be seen that the present invention provides a unique and financially valuable betting, rating and investment system for use in casinos. The system serves as an effective and attractive marketing tool to increasing patron loyalty while also providing a valuable public service benefit by increasing the patron's regular savings and/or retirement savings. For these reasons, the instant invention is believed to represent a significant advancement in the art which has substantial commercial merit.

While there is shown and described herein certain specific structure embodying the invention, it will be manifest to those skilled in the art that various modifications and rearrangements of the parts may be made without departing from the spirit and scope of the underlying inventive concept and that the same is not limited to the particular forms herein shown and described except insofar as indicated by the scope of the appended claims.

What is claimed is:

1. A method for implementing a Casino patron betting, rating, and investment program, said method comprising the steps of:

establishing a casino investment account for the benefit of a casino patron; making a deposit into said casino investment account;

associating said casino investment account with a financial investment account of said casino patron;

redeeming said deposits from said casino investment account; and transferring said redeemed deposits into said financial investment account.

- 2. The method of claim 1 wherein said step of making a deposit comprises the step of depositing cash into said casino investment account.
- 3. The method of claim 1 wherein said step of making a deposit comprises the steps of: establishing a formula for calculating investment rating points to be awarded to a patron during game play;

calculating said investment rating points according to said formula during patron game play; and

issuing said calculated investment rating points to said casino investment account wherein said investment rating points are redeemable on a monetary basis by the patron for transfer into said financial investment account.

- 4. The method of claim 3 further comprising the step of issuing said patron an investment rating card that is associated with said casino investment account of said patron.
- 5. The method of claim 1 wherein said step of making a deposit comprises the steps of:
 establishing a casino system of investment betting chips;
 exchanging money for said investment betting chips;
 placing bets with said investment betting chips; and
 redeeming said investment betting chips for deposit on a monetary basis into said
 casino investment account.
- 6. The method of claim 1 wherein said step of making a deposit comprises the steps of: establishing a conventional rating account for the benefit of said casino patron; establishing a formula for calculating conventional rating points to be awarded to a patron during game play;

calculating said conventional rating points according to said formula during patron game play;

issuing said calculated conventional rating points to said conventional rating account;

redeeming at least a portion of said conventional rating points on a predetermined monetary basis for transfer into said casino investment account.

- 7. The method of claim 3 wherein said step of making a deposit further comprises the step of depositing cash into said casino investment account.
- 8. The method of claim 4 wherein said step of making a deposit further comprises the step of depositing cash into said casino investment account.
- 9. The method of claim 5 wherein said step of making a deposit further comprises the step of depositing cash into said casino investment account.
- 10. The method of claim 6 wherein said step of making a deposit further comprises the step of depositing cash into said casino investment account.
- 11. The method of claim 2 wherein said step of making a deposit further comprises the steps of:

establishing a formula for calculating investment rating points to be awarded to a patron during game play;

calculating said investment rating points according to said formula during patron game play; and

issuing said calculated investment rating points to said casino investment account wherein said investment rating points are redeemable on a monetary basis by the patron for transfer into said financial investment account.

12. The method of claim 5 wherein said step of making a deposit further comprises the steps of:

establishing a formula for calculating investment rating points to be awarded to a patron during game play;

calculating said investment rating points according to said formula during patron game play; and

issuing said calculated investment rating points to said casino investment account wherein said investment rating points are redeemable on a monetary basis by the patron for transfer into said financial investment account.

13. The method of claim 6 wherein said step of making a deposit further comprises the steps of:

establishing a formula for calculating investment rating points to be awarded to a patron during game play;

calculating said investment rating points according to said formula during patron game play; and

issuing said calculated investment rating points to said casino investment account wherein said investment rating points are redeemable on a monetary basis by the patron for transfer into said financial investment account.

14. The method of claim 2 wherein said step of making a deposit further comprises the steps of:

establishing a system of investment betting chips;
exchanging money for said investment betting chips;
placing bets with said investment betting chips; and
redeeming said investment betting chips for deposit on a monetary basis into said
casino investment account.

15. The method of claim 3 wherein said step of making a deposit further comprises the steps of:

establishing a system of investment betting chips; exchanging money for said investment betting chips; placing bets with said investment betting chips; and

redeeming said investment betting chips for deposit on a monetary basis into said casino investment account.

16. The method of claim 4 wherein said step of making a deposit further comprises the steps of:

establishing a casino system of investment betting chips;
exchanging money for said investment betting chips;
placing bets with said investment betting chips; and
redeeming said investment betting chips for deposit on a monetary basis into said
casino investment account.

17. The method of claim 2 wherein said step of making a deposit comprises the steps of: establishing a conventional rating account for the benefit of said casino patron; establishing a formula for calculating conventional rating points to be awarded to a patron during game play;

calculating said conventional rating points according to said formula during patron game play;

issuing said calculated conventional rating points to said conventional rating account; redeeming at least a portion of said conventional rating points on a predetermined monetary basis for transfer into said casino investment account.

18. The method of claim 3 wherein said step of making a deposit comprises the steps of: establishing a conventional rating account for the benefit of said casino patron;

establishing a formula for calculating conventional rating points to be awarded to a patron during game play;

calculating said conventional rating points according to said formula during patron game play;

issuing said calculated conventional rating points to said conventional rating account; redeeming at least a portion of said conventional rating points on a predetermined monetary basis for transfer into said casino investment account.

19. The method of claim 5 wherein said step of making a deposit comprises the steps of: establishing a conventional rating account for the benefit of said casino patron; establishing a formula for calculating conventional rating points to be awarded to a patron during game play;

calculating said conventional rating points according to said formula during patron game play;

issuing said calculated conventional rating points to said conventional rating account; redeeming at least a portion of said conventional rating points on a predetermined monetary basis for transfer into said casino investment account.

20. The method of claim 1 wherein said casino investment account is operated and maintained by said casino.

- 21. The method of claim 1 wherein said casino investment account is operated and maintained by an independent financial institution.
- 22. The method of claim 1 wherein said financial investment account is operated and maintained by said casino.
- 23. The method of claim 1 wherein said financial investment account is operated and maintained by an independent financial institution.

Abstract of the Disclosure:

A casino betting, rating and investment system is provided for allowing casino patrons to deposit cash, and/or certain portions of "rating" points and/or casino winnings into special casino investment accounts that could then be transferred to a conventional financial institution investment account, such as a Mutual Fund, IRA, Roth IRA, SEP, or Keogh. The system is provided as an incentive to the patron for maintaining patron loyalty and as a means of increasing patron regular savings and/or retirement savings. Patrons of a casino employing the present system will be provided with a casino investment account, into which deposits can be made by various methods. For example, a selected portion of a patron's bets can be earmarked as "investment" bets, these bets being placed on tables and paid out with differently marked chips. Any winnings from these bets could be placed into the casino investment account maintained by the casino. Alternatively, "rating" points accumulated through normal betting could be exchanged and deposited into the casino investment account.

FIG. 1

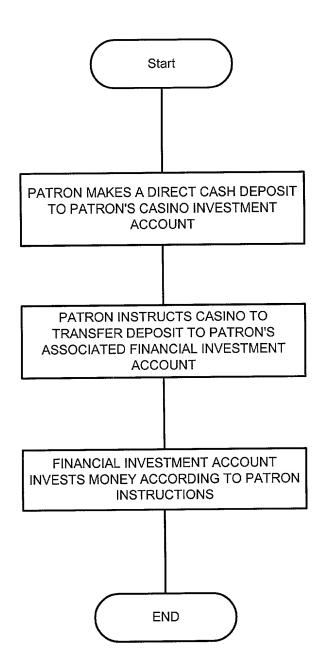


FIG. 2

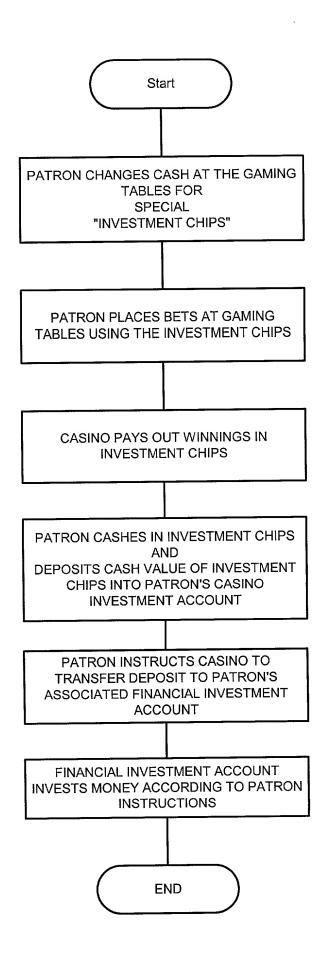


FIG. 3

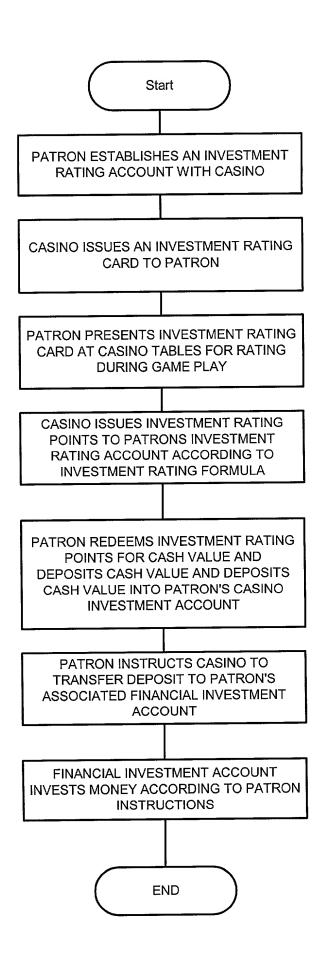


FIG. 4

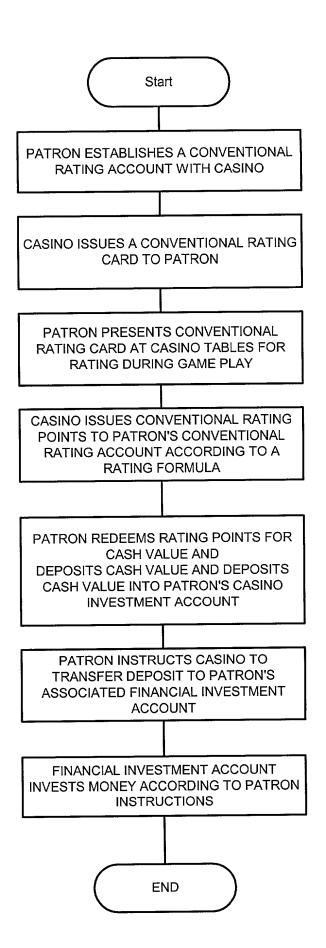


FIG. 5

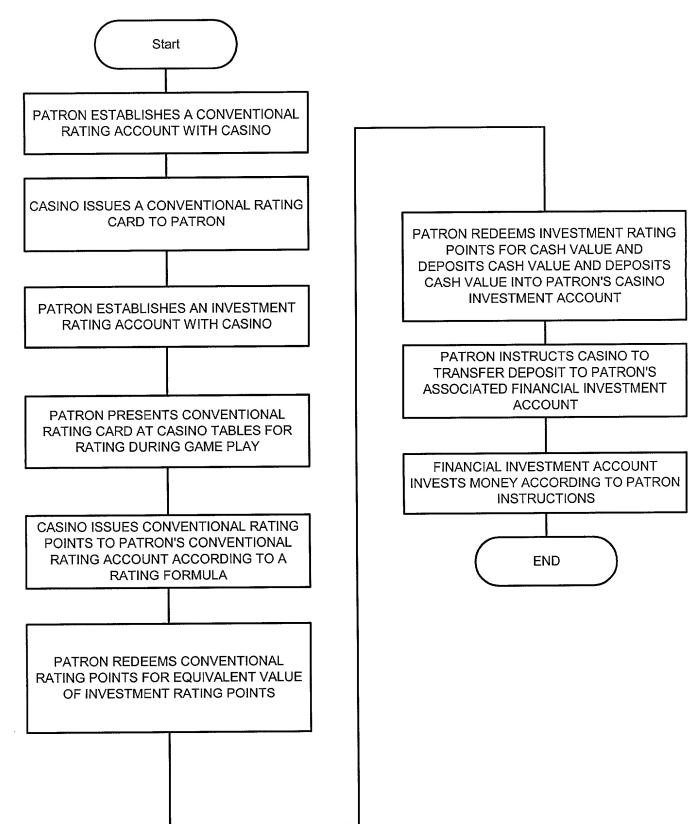


FIG. 6

Docket No. P00252-US

Declaration and Power of Attorney For Patent Application

English Language Declaration

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

CASINO BETTING, RATING AND INVESTMENT SYSTEM

40.00-14	the	specification of which			
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		is attached hereto. was filed on Application Number		as United States Application No.	or PCT International
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	Se any list inv	ction 365(b) of any foreiq y PCT International applic ed below and have also i	gn application(s) f ation which desig dentified below, by	r Title 35, United States Code, for patent or inventor's certificate nated at least one country other to checking the box, any foreign a lication having a filing date before	, or Section 365(a) of han the United States, pplication for patent or
	Pri	ior Foreign Application(s)			Priority Not Claimed
	(N	umber)	(Country)	(Day/Month/Year Filed)	
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(Application Serial No.)	(Filing Date)	
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nsofar as the subject matter of e	each of the claims of this app	plication is not disclosed in the prior
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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (list name and registration number)

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